



September 24, 1997

To: All Sales and Territory Representatives  
Subject: Menthol Name Generation Cards / Region Party

Dear Ladies and Gentlemen:

Attached are the name generation cards I promised you last week. I have attached the original letter to refresh you about the program.

NEW TWIST

**The SALEM Business Unit wants to throw us a party. (Bless their little hearts!)**

How extravagant the party is, is up to us. Here's the deal:

All sales and territory reps in the region **MUST** submit a minimum of 10 **quality** name generation cards. The first 10 cards qualify you for the two soft-side coolers. For every card you submit after that, SALEM will provide \$1.00 for our party.

The completed cards must be from competitive menthol smokers (preferably Newport) between the ages of 21 and 34. Each card must be name stamped, and include your division number. All cards should be mailed directly to the ROU with your normal mail. The first ten cards must be in the ROU no later than October 15th. The cut off date for getting the rest of the cards into the ROU has not been decided yet. I'll let you know.

Well, that's the deal! I think SALEM under estimates what we can do. I think we should teach them a lesson by killing their budget. A couple grand should do it. How about several grand? It's up to you.

Sincerely,

*Mark Young*

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